



Case Studies

Volcanic Increase in Visibility

Leaves & Lizards, a unique Costa Rican adventure vacation resort, offers breathtaking views of an active volcano and an "off the grid" vacation experience for tourists who enjoy the opportunity to be internet-free and virtually undetectable. For the travel industry, however, it's essential to be found quickly and easily. Leaves & Lizards was as remote, by standards of Internet geography, as their exotic tree-bound lodges. They struggled in keeping up with the current SEO standards, maintaining their website and keeping content relevant and fresh.

That's where Vayu Media came in...

Talking the Talk

A strong web presence is integral, as more and more people use the Internet to search for and generate ideas for vacation destinations. Like a travel magazine, the internet is a source of inspiration, suggesting places you never knew existed. Our first priority in helping Leaves & Lizards find its online presence was to sit down and discover what the company considered to be their crucial areas of improvement. Through our consultation we discovered that the company's top priority was to bring in targeted traffic and the right type of guest who would love the Leaves & Lizards experience. As a result, we developed a four-layer strategy that included a high impact SEO campaign, TripAdvisor consulting, a combination of analytic consulting with sales funnel implementation and website maintenance services in order to directly address the resort's needs and help their online presence communicate all the right things.



Walking the Walk

"Using these search terms has directed the right clients our way – the right people are finding us... for every reservation we make, we turn away 3-5 people during the high season."

Debbie Draves Legg, Proprietor Leaves & Lizards

Driving targeted traffic from segments the resort wanted to target became an essential part of bringing in the right business.

Leaves & Lizards Reaped Powerful Results



Visibility Online

Before
Missing



After
Top Ranked Family Friendly
Hotel in Central America



List of Keywords Ranking on **1st** Page of Google

- horseback riding costa rica
- retreats costa rica
- customized vacation costa rica
- arenal volcano hotels
- adventure vacation costa rica
- family vacation costa rica



Coming Through Loud and Clear

We've had the privilege of working with a wide variety of companies to help improve not only their websites and streamline their designs, but help them find new markets for services and new ways to do business online. As a result we've garnered a reputation for both results and personalized service that speaks specifically to the needs of a company and its unique location in the market.